

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Serial No. ....09/534,916  
Filing Date ..... March 23, 2000  
Inventor ..... David J. Marsh  
Group Art Unit .....2876  
Examiner .....Lee, Seung H.  
Attorney's Docket No. .... MS1-525US  
Confirmation No.....9507  
Title: Enhancing Smart Card Usage For Associating Media Content with  
Households

**RESPONSE TO OFFICE ACTION DATED DECEMBER 28, 2005**

To: Commissioner for Patents  
PO Box 1450  
Alexandria, Virginia 22313-1450

From: Allan T. Sponseller (Tel. 509-324-9256 x215; Fax 509-323-8979)  
**Customer No. 22801**

Sir:

In response to the Office Action of December 28, 2005, in connection with the above-identified application, the following remarks are submitted. Favorable consideration is respectfully requested.

A detailed listing of the claims is provided below. A status identifier is provided for each claim in a parenthetical expression following each claim number.